

depot

01

About the
agency:
depot in numbers



26

years



150

professional awards



80

team
members



5000+

completed projects

Depot №1 in branding

depot

№ 1 AKAR RATING OF CREATIVITY
SEGMENT "BRANDING" (2008-2021)

TOP-10 WINNER OF FORBES BRAND
RATING (2013-2020)

№ 1 N1 IN "BRANDING", "CORPORATE
IDENTITY", "PACKAGING" SEGMENTS OF
ALLADVERTISING RATING

TOP-10 INCLUDED IN THE TOP 10
COMMUNICATION AGENCIES OF AKAR
RATING

№ 1 WINNER OF THE BEST OF THE BEST
RUSSIAN BRANDING COMPETITION (2019) -
THE BEST PROJECTS OF THE DECADE

02

depot

We build the future.
Our projects.

Depot Ecosystem

The logo for Sostav, featuring the word "Sostav" in a bold, red, sans-serif font.

Depot is the founder of sostav.ru
- the largest Russian website
about advertising, marketing,
business, creativity and PR.

DC Team is a digital educational
community platform for developing
creative skills. This is a large online
community in the creative industry
with an emphasis on solving the
problems of business and the state.

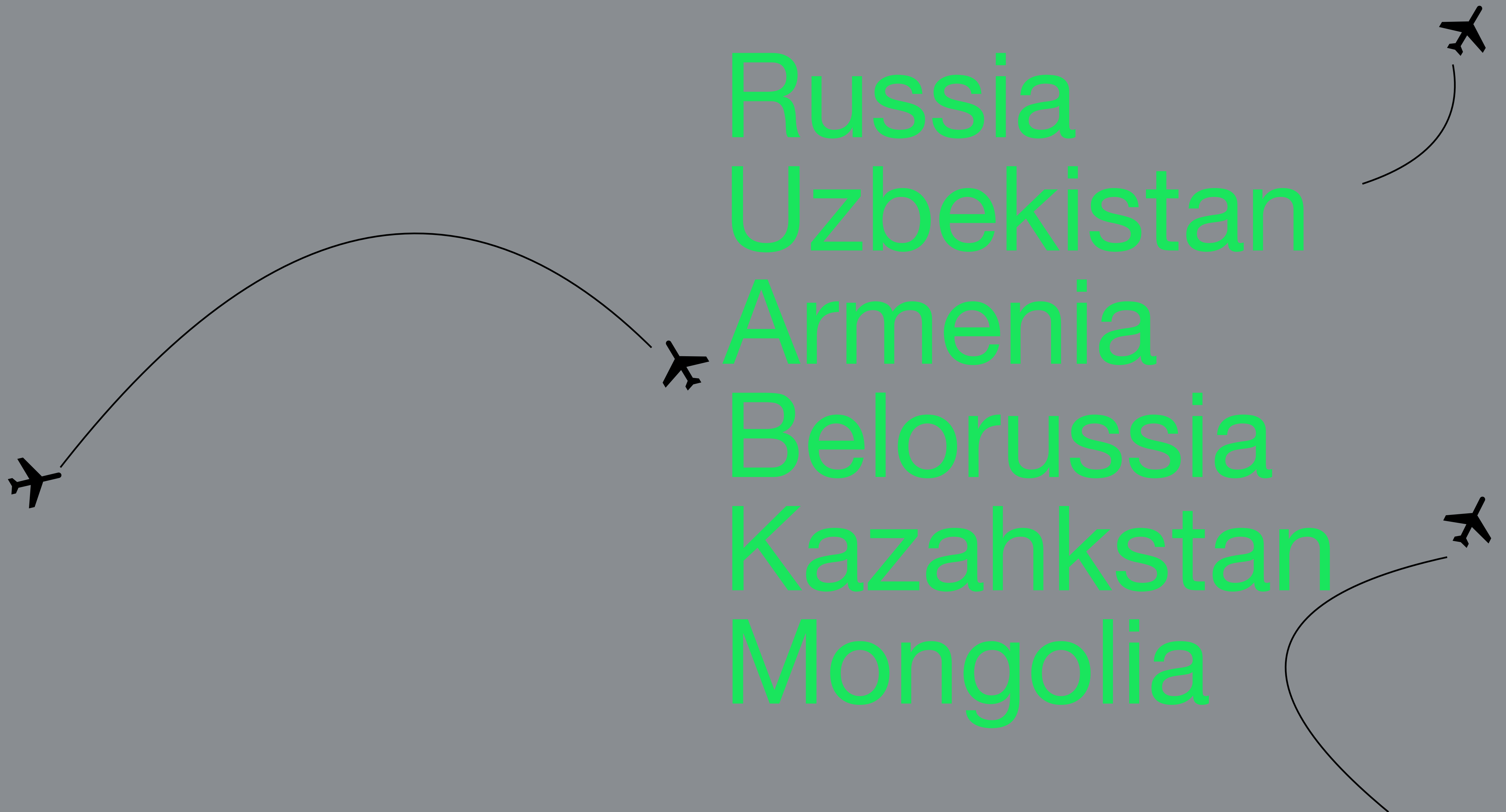
The logo for Dream Creative Team, featuring the words "Dream", "Creative", and "Team" stacked vertically in a white, sans-serif font on a black rectangular background.The logo for brand hub by depot, featuring the words "brand hub" in a blue, sans-serif font with a registered trademark symbol, and "by depot" in a black, sans-serif font below it.

An online platform designed
specifically to make branding
services accessible and
understandable for SME
entrepreneurs.

03

depot

Depot is an
international agency



Moscow
New-York
Berlin
Shanghai
Istanbul
Sao Paulo
Brisbane

Global
Local
Branding
Alliance

04

Why depot?

Depot is more than a branding partner



Alexey Andreev

Depot Managing Partner

vice-president of AKAR, co-chairman of the commission for festival and competitive activities.

Depot is a member of the Association of Communication Agencies of Russia (ACAR)

AKAP



Anna Lukanina

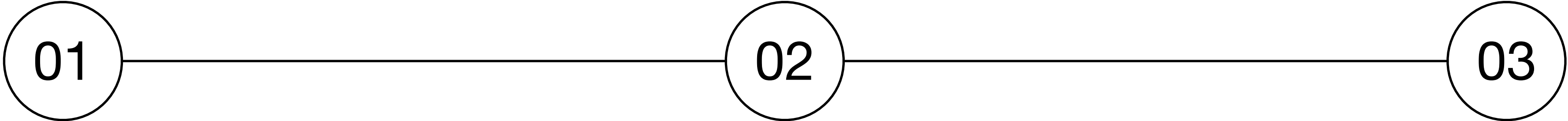
Depot Managing Partner

President of ABKR (Association of Branding Companies of Russia).

Depot is a founder and a member of the Association of Branding Agencies of Russia (ABKR)

абкр

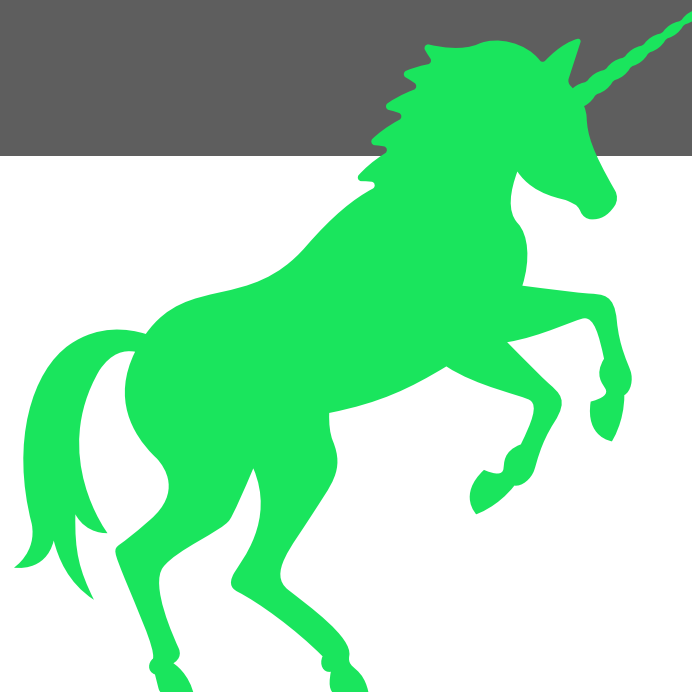
Choose the style of cooperation



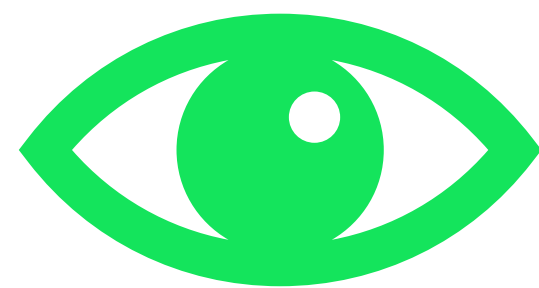
You brief us - we work according to your wishes. You know exactly what you want.



You set the task - we determine how to solve it - we work on our own.



We work together as one team: we discuss, watch intermediate options, finalise.



05

Selected projects of depot

Feedback on our work

Depot is not just a contractor, but a full-fledged partner who is actively involved in the project, offers ideas, defends his opinion. We hold a brief and then forget about the project for 2-3 weeks. And as a result, we get a finished product that requires a minimum of refinement - 100% hit in our desires. I would like to note a clear, well-established process of interaction: a quick response to a request, setting deadlines - I always know at what stage a project is. Issues with paperwork were also resolved quickly.



Svetlana Bondareva,
Marketing project manager

We have been working with Depot since 2018 since the founding of our brand and continue on many projects so far (and it's already 2023 and there were quite a few projects). The time of cooperation speaks for itself. What we value in the Depot team is professionalism, flexibility, the ability to hear, courage, which allows us to go our own way and not be afraid to deviate from the usual patterns. Depot is not about a beautiful picture, but about solving strategic problems and only then a picture. We hope that in the future it will be possible to implement many more interesting things together.



Ekaterina Durr,
Deputy Head of
marketing management

Feedback on our work

To carry out restyling work, we held a tender, as a result of which we chose the Depot agency for cooperation. The task was not an easy one – to preserve the well-known and popular name of a major retailer in Kazakhstan, leaving the main elements of identification and recognition unchanged, and to bring this project to a new level of development.

In the course of working on the project, we received a new interpretation of our brand with quite foreseeable development prospects.

We note the high professionalism of Depot employees, in which the work was completed within a reasonable time and in full.

Agency staff provided:

- Competent management and coordination of work for each individual section of the project, on the way from development to implementation, including the development of recommendations on the selection of materials, design elements, distinctive "things" of the project;
- Author's supervision over the project for compliance of ideas with the final results.

Together with the Depot team, we developed a brand strategy, as well as a corporate identity for a large retail chain in Uzbekistan. The expertise of the team is undeniable. The final result was accepted by the company immediately, as the concepts and strategies were very clear and close to what the company expected from the agency.

It was important for the company to preserve its identity, but at the same time emphasize the importance of changes, both internal and external.

Thanks to a deep dive into the context, the Depot team managed to find the right balance.

An important factor that contributed to cooperation is an open and trusting partnership on the part of the agency.

magnum

Kamila Scherbakova,
Senior brand manager

ISHONCH

Zamora Rakhmanova,
Marketing consultant

Strategy

Звездный
Октябрь

ISHONCH

ЦИФРА



КИНОПОИСК

ЕКОНИВА
ЭКОНИВА
МОЛОКО, КОТОРЫМ МЫ ГОРДИМСЯ



МИР

depot



Naming
Tagline



depot





FMCG Packaging



depot





Visual
identity



depot


The future
we create
for ourselves

More information about Depot



Depot in ratings:

Брендинговое агентство №1 по рейтингу **AKAP**

Брендинговое агентство №1 по рейтингу All Advertising 

Победитель Best of the best — конкурс лучших брендинговых работ десятилетия

Depot in media:

О рынке брендинга и российском потребителе в новой реальности

Коммуникационная индустрия пострадала, но устояла

Российскому брендингу выпал реальный шанс выйти на новый уровень

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social media



vk.com/depotwpf



[@t.me/depot_branding](https://t.me/depot_branding)



dzen.ru/depot

Any questions left?

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 depotwpf.ru

 +7 (495) 363-22-88

 hello@depotwpf.ru

 [t.me/depot chat bot](https://t.me/depot_chat_bot)

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